



State of Wisconsin  
Department of Public Instruction  
Elizabeth Burmaster, State Superintendent

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\*\*\***NEWS RELEASE**\*\*\*

**FOR IMMEDIATE RELEASE**

DPI 2008-03 B

Thursday, January 10, 2008

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**Burmaster announces ¡HOLA! Project**

*Hispanic Outreach Library Action Project helps Wisconsin libraries serve Spanish speakers*

MADISON—State Superintendent Elizabeth Burmaster announced that a new program, the ¡HOLA! (Hispanic Outreach Library Action) Project, will help Wisconsin library staff more effectively serve the Hispanic community, in part by increasing Spanish-speakers' access to technology.

"From books on every subject to the opportunity to learn and use technology, libraries offer resources and learning opportunities that can change lives," said Burmaster. "Outreach efforts are essential to bridging language and cultural differences and ensuring that the Hispanic community has knowledge of and access to these services."

Eleven training workshops held statewide between January 17 and May 2 will provide public library staff with information on demographics, cultures, needs, and interests of Hispanic communities in different regions of the state. The trainings also cover methods for promoting library usage to Spanish speakers and ways to expand partnerships between libraries and local Hispanic communities.

Each workshop features a regional panel of people familiar with the Hispanic community in that area. Leading the sessions are Wisconsin library professionals working with the Spanish Language Outreach Program of the national on-line library community, WebJunction.

The upcoming training dates and locations are:

- Thursday, January 17 — Wausau
- Friday, January 18 — Hayward
- Thursday, January 24 — Waterford
- Monday, February 25 — Madison
- Friday, February 29 — Fennimore
- Wednesday, March 5 — De Pere
- Thursday, March 6 — Appleton

(more)

- Thursday, April 3 — La Crosse
- Wednesday, April 16 — Manitowoc
- Wednesday, April 16 — Milwaukee
- Thursday, April 24 — Janesville

During the Wisconsin Association of Public Librarians conference, April 30-May 2 in Stevens Point, a summary of best practices that result from the workshops will be shared. One workshop was held in Menomonie in 2007. For more information on the workshops, visit <http://dpi.wi.gov/pld/hola.html>.

The ¡HOLA! Project workshops are coordinated by the Department of Public Instruction as a joint effort with WebJunction, and are funded by the Bill & Melinda Gates Foundation.

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